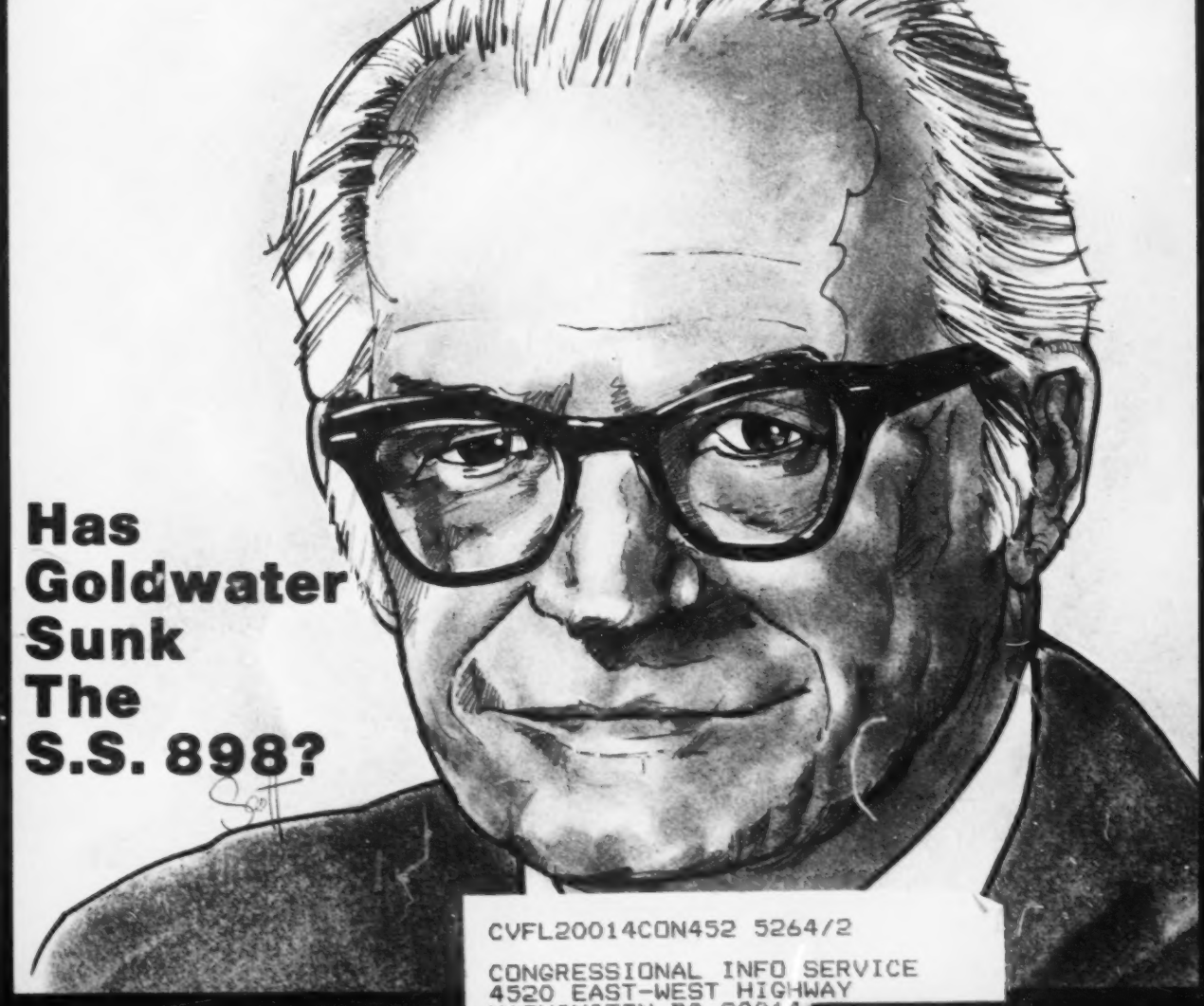
IC 8920 -2

- ESPN, ABC kick
- Warner Amex and Times Mirror tie in Tucson
- Turner unveils CNN II plan
- RCA favors transponder auction plan

CableVision™

The news and features weekly of the cable television industry

October 5, 1981



Has Goldwater Sunk The S.S. 898?

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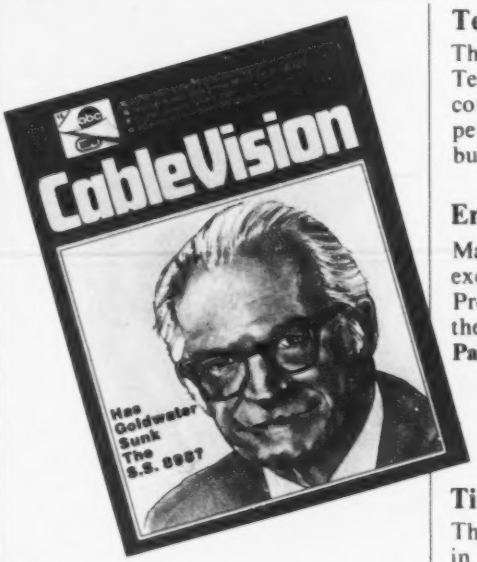


Cover story

The cable provisions added to S. 898 have set up a fierce lobbying battle between the NCTA and the country's mayors. As the bill moves to the Senate floor, the mayors have found a champion in Senator Barry Goldwater. **Page 44.**

Sports Merger

Not to be left out of potential profits from pay sports, ABC, relying on its extensive experience in sports coverage, has entered into a joint venture with ESPN for a pay sports network. **Page 13.**

Transponder auction

RCA Americom has submitted a second transponder allocation plan to the FCC. This "preferred" plan involves auctioning the prized transponders to the highest bidders. **Page 16.**

Anticipated plans

Further details on CNN II, and TBS's proposed radio news service were sandwiched between a new round of quips from Ted Turner during a luncheon last week in New York. **Page 22.**

Multipay mixture

Mix a circus tent, local talent and telephones, and you've got Colony's fall multipay launch campaign, which kicked off last month in Fall River, Massachusetts. **Page 29.**

Ted's transfer to Ted

The sixth-ranked advertising agency, Ted Bates & Company, attempts to convince clients to transfer five percent of their network prime-time budgets to WTBS. **Page 30.**

Entrepreneur fever

Magnavox CATV lost four top executives early last week as former President Daniel Mezzalingua leads the pack to form his own company. **Page 35.**

Tie in Tucson

The franchising battlefront continues in Tucson, Arizona, where Warner Amex and Times Mirror are in front of the cable duel. **Page 53.**

Knocking on wood

Where is Neighborhood TV's proposed translator network? Although bogged down with low-power hopefuls at the FCC, its creators are plugging away to get on-the-air sooner than later. **Page 59.**

Porno futures

The House Subcommittee on Government Information and Individual Rights is becoming increasingly concerned about pornography and violence in future satellite programming. **Page 55.**

Censor threat

Time Inc.'s Gerald Levin warns that a determined minority of self-proclaimed censors is threatening to destroy the potential diversity of cable. **Page 10.**

Sunbelt showdown

City consultant, CTIC, ranks Warner Amex and Times Mirror tied for first place in Tucson, Arizona, franchise shoot-out

TUCSON—The city's consultant, Cable Television Information Center, set the stage for the final gunfight between ten multiple system operators competing for the 135,000-home Tucson cable franchise. CTIC last week submitted a report on the Tucson City Council ranking Warner Amex Cable Communications of Tucson and Pueblo Cable TV, a subsidiary of Times Mirror, tied for first place in the race for the city's franchise.

Teleprompter was the second place finisher, followed by Cox Cable, Catalina Cablevision (Tele-Communications, Inc.) and Tucson Cablevision (American Television and Communications Corporation). Catalina Telecommunications (Maclean-Hunter) and Sammons tied for sixth place. Cross Country was ranked seventh and Cablecom of Tucson finished eighth place, according to CTIC.

On October 5, the seven-member Tucson city council will award the franchise. The city is relying heavily on the recommendations of CTIC and its president, Harold Horn.

Tucson officials early in the competition indicated they wanted MSOs to downplay the role of local ownership in franchise proposals. Nevertheless, all but two of the applicants (Sammons and Teleprompter) included some form of local ownership in their proposals. Both Warner and Times Mirror have 20 percent local ownership in their bids.

While local participation was discouraged, public access was given high priority by officials. The top two candidates both proposed Boston-like non-profit corporations to oversee the public access needs of the community.

The Times Mirror bid calls for the formation of the Tucson Public Access Authority. A public trust would be created, funded by $300,000 annually by Times Mirror (adjustments to the consumer price index is part of the deal). Warner has proposed the formation of a Tucson Community Access Corporation. Warner will contribute $530,000 for capital expenditures and equipment. Warner's proposal gives more autonomy to the non-profit corporation while Times Mirror's bid offers more funding.

It is a showdown in Tucson, considered by some industry experts as one of the last of the attractive cable markets. A sunbelt city, Tucson has few commercial broadcast stations and was cited in the Chase Econometric as one of the fastest growing cities in the country. Tucson is the home of several high technology companies and middle class families.

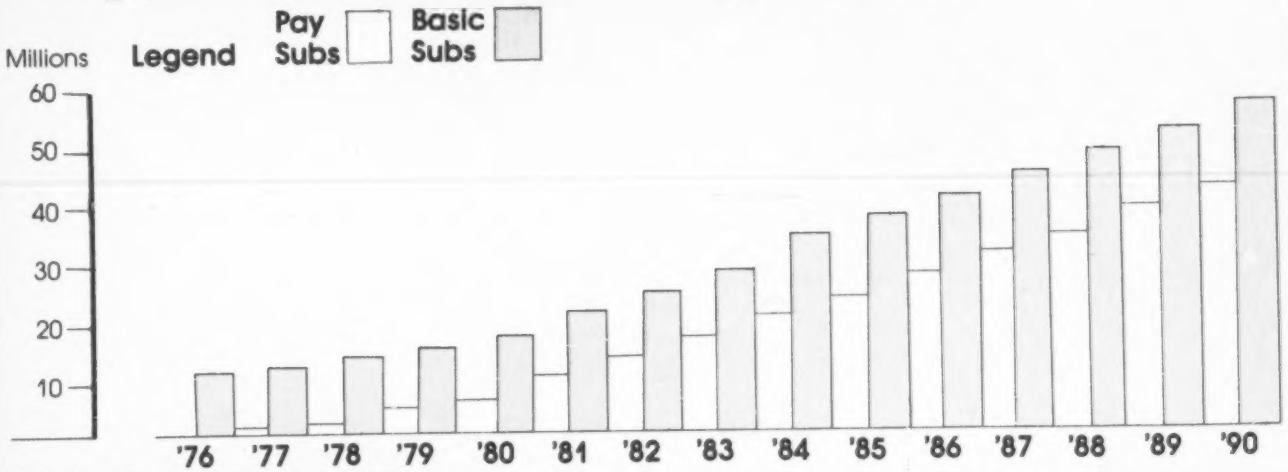
Experts say it is a match between Warner and Times Mirror. Teleprompter, the second place finisher overall, placed seventh in the engineering category, thus hurting its chances to win the franchise. Both Warner and Times Mirror want the Tucson franchise badly. Times Mirror has had very little success in the major market franchise wars. Warner is coming off a tough loss to Cablevision Systems in Boston last month which broke the company's streak of big city franchise victories. Tucson citizens want cable in the city as much as the cable companies want the franchise. Said one city employee: "There isn't much to do here but watch the sun."

—Hugh Panero

Recent franchise activity

Date	Franchise	Homes Passed	Status	Award Date
July 1981	Fairfield County, Connecticut	120,000	Awarded to Cablevision.	July 1981
Aug 1981	Boston, Massachusetts	242,000	Awarded to Cablevision.	Aug 1981
Sept 1981	Denver, Colorado	216,000	Bids submitted by Mile Hi Cablevision (ATC and Daniels), Teleprompter and United.	Feb 1982
Sept 1981	Springfield, Massachusetts	60,000	Awarded to Continental.	Sept 1981
Sept 1981	Prince George's County, Maryland	100,000	Cable Commission recommended MetroVision and Viacom be awarded the franchise; other applicants included Storer, TCI, United, Cross Country, Sammons.	Oct 1981
Sept 1981	Milwaukee, Wisconsin	252,000	Bids submitted by Warner Amex, Teleprompter, Milwaukee Cablevision, First Cable of Milwaukee, Community Citizens Controlled Cable Co-op, Viacom.	Feb-March 1982
Sept 1981	Tucson, Arizona	135,000	Cable Television Information Center has ranked Warner Amex and Times Mirror tied for first place in its overall ranking of the ten applicants.	Oct 1981

Pay/basic cable growth



Pay/basic subscriber counts for 1981-1990 are projections

Film product comparison

Film	Networks	Distributor
A Small Circle of Friends	TMC* C	United Artists (UA)
Across the Wide Missouri	ST* C*	MGM
Airplane	HBO* ST* (TMC)(HTN)	Paramount
Animalympics	ST	Film Gallery
Arabian Adventure	C	AFD
The Attic	ST	Film Gallery
Autumn Sonata	HBO	AFD
The Awakening	(HBO) TMC	Warner Bros.
The Bad and the Beautiful	ST*	MGM
The Baltimore Bullet	C	Avco Embassy
Barracuda	C*	Gold Key
Being There	(HBO) (TMC) HTN*	UA
Bells Are Ringing	ST*	MGM
Between the Lines	C	HBO
The Big Red One	(HBO) (TMC)(HTN) C	Lorimar
Big Wednesday	C	Warner Bros.
Bite the Bullet	HBO	Columbia
Bloodbrothers	C*	Warner Bros.
Boardwalk	HBO	Film Gallery
Bon Voyage, Charlie Brown	(HBO)(ST) (TMC) HTN*	Paramount
Bread and Chocolate	TMC*	HBO
Brigadoon	ST (C)	MGM
Brubaker	HBO*(ST) (TMC)	20th Century-Fox
California Dreaming	TMC	HBO
The Cat from Outer Space	HBO* TMC*	Disney/Buena Vista
Chandler	ST*	MGM
Chapter Two	HBO*(ST) (TMC)(HTN)	Columbia
Cheaper To Keep Her	TMC	Atlantic
The Children of Theater St.	HBO	Theatre St. Distrib.
China 9, Liberty 27	HBO	Lorimar
Chinatown	HBO (ST) (TMC)	Paramount
The Chinese Connection	ST	Graff
Christian the Lion	(TMC) HTN*	TeleMine
Clair De Femme	C	Film Gallery
Coal Miner's Daughter	HBO* ST (TMC)(HTN)	Universal
Coast to Coast	(HBO) TMC*(HTN)	Paramount
The Conformist	C*	Paramount
The Count of Monte Cristo	C*	Alan Enterprises
Cousin, Cousine	C*	Paramount
Cry for Me, Billy	C*	Worldvision
Divine Madness	HBO (ST) TMC* (C)	Warner Bros.
Dona Flor and Her Two Husbands	TMC	Columbia
Don't Go Near the Water	ST	MGM
Dracula Today	TMC	Warner Bros.
The Electric Horseman	HBO* (TMC)(HTN)	Universal
Every Which Way But Loose	HBO* ST* (TMC) HTN*	Warner Bros.
Everything You've Always Wanted To Know About Sex But Were Afraid To Ask	TMC	UA
The Evictors	TMC	HBO
Executive Suite	(ST) C	MGM
Fade to Black	HBO ST TMC	Compass Int'l.
Fame	(HBO) ST (TMC)	MGM
ffolkes	(HBO) (TMC) HTN*	Universal

Film	Networks	Distributor
The Fiendish Plot Of Dr. Fu Manchu	(HBO) ST (HTN)	Warner Bros.
The Final Countdown	HBO	FFC
Fists of Fury	TMC	Golden Harvest
Freaky Friday	HBO TMC HTN	Disney/Buena Vista
Friday the 13th	ST* (TMC) (C)	Paramount
From Hell to Victory	HBO*	Worldvision
Galaxina	TMC	Crown International
The Gong Show Movie	HBO (TMC)	Universal
The Great Santini	(HBO)(ST) TMC*	Warner Bros.
The Great Texas Dynamite Chase	ST* (C)	New World
The Happy Hooker Goes to Washington	C	Swank
The Haunting	ST C*	MGM
He Knows You're Alone	HBO (ST) (TMC)	MGM
The Hideaways	TMC C	Telepictures
The High and the Mighty	ST* (TMC)	Batjac
Home to Stay	C	HBO
Hopscotch	HBO (ST) (TMC) (C)	Viacom
H.O.T.S.	ST	Blum Group
Humanoids from the Deep	ST (TMC)	New World
1941	ST* HTN	Universal
I Cover the Waterfront	C	Alan Enterprises
The Immortal Bachelor	TMC	K-Pay
It's Always Fair Weather	ST*	MGM
It's My Turn	HBO* ST (TMC)	Columbia
The Jerk	(HBO) ST* (TMC)	Universal
Joseph Andrews	C*	Paramount
The Kid from Not-So-Big	(TMC) C*	Booming Ltd.
King Solomon's Mines	C	MGM
Lady Sings the Blues	ST	Paramount
The Last Challenge	ST	MGM
The Legend of the Sea Wolf	TMC (HTN)	IFD
Lepke	C*	Warner Bros.
Les Girls	ST* C*	MGM
Let It Be	TMC	UA
Little Darlings	HBO* ST (TMC)	Paramount
Little Miss Marker	(TMC)HTN*	Universal
Love and Death	TMC	UA
Loving Couples	HBO	HBO
Mad Max	TMC	HBO
Manny's Orphan	(TMC) C*	UA
The Man Who Loved Bears	C	Stouffer
The Man with Bogart's Face	TMC	Viacom
The Marriage Of Maria Braun	TMC	Film Gallery
Middle Age Crazy	HBO	Tormont
Mogambo	HBO	MGM
Monty Python's Life of Brian	TMC* (C)	Warner Bros.
Mr. Klein	TMC	Columbia
Murder at the World Series	TMC	ABC Pictures
My Bodyguard	(TMC) HTN* C*	20th Century-Fox
The New Land	C	Warner Bros.
Night Moves	TMC	Warner Bros.
Nightmare In Badham County	TMC	ABC Pictures
North Avenue Irregulars	(HBO) ST (HTN)	Disney/Buena Vista
North Dallas Forty	HBO (ST) (TMC)	Paramount

Cable stats

Film	Networks	Distributor
The Nude Bomb	(TMC) HTN*	Universal
Oliver Twist	C	Warner Bros.
On the Town	ST C	MGM
The Orphan	TMC	World Northal
The Parallax View	HBO	Paramount
Phantasm	C	Avoc Embassy
The Pilot	HBO*	Atlantic
The Pinecliffe Grand Prix	TMC	G.G. Comm.
The President's Mistress	C	HBO
The Prisoner Of Second Avenue	(TMC) C*	Warner Bros.
Private Benjamin	HBO ST TMC	Warner Bros.
The Prize Fighter	HBO* (C)	HBO
Resurrection	(TMC) HTN* C*	Universal
Return from Witch Mountain	(HBO) ST* (TMC)	Disney/Buena Vista
Return of the Dragon	ST* (TMC)	Graff
Return of the Streetfighter	ST*	Film Gallery
The Return of the Tall Blond Man with One Dark Shoe	TMC*	Film Gallery
Revenge of the Cheerleaders	ST*	Gold Key
Revenge of the Mysterons from Mars	ST	ITC
Rip Off	(TMC) C	Worldvision
Roadie	(TMC) C	UA
Rough Cut	HBO (TMC) HTN	Paramount
Running	(ST) (TMC) HTN* (C)	Viacom
Saturn 3	HBO ST	AFD
Scalawag Bunch	TMC*	Simcom
Scavenger Hunt	HTN	20th Century-Fox
Seems Like Old Times	HBO* (ST) TMC* (HTN)	Columbia
The Shape of Things To Come	(TMC) C	Worldvision
The Sheepman	ST* (C)	MGM
The Shining	(HBO) ST* TMC*	Warner Bros.
Shipwreck	C*	Warner Bros.
Silent Scream	HBO	ACR
Singin' in the Rain	ST (C)	MGM
Sir Gawain and the Green Light	C	UA
Slapshot	C	Universal
Smokey and the Bandit	HBO* (ST) (TMC)	Universal
Smokey and the Bandit II	(HBO) (TMC) HTN*	Universal
Snake Fist Fighter	ST	21 Century
Snake Fist Vs. the Dragon	ST	21 Century
Somewhere in Time	HBO ST* (TMC) HTN	Universal
Sparkle	C*	Warner Bros.
Spirit of St. Louis	C*	Warner Bros.
Stardust Memories	TMC C	UA
Stay As You Are	ST (C)	New Line Cinema
Stone Cold Dead	ST (C)	Samuel Goldwyn Co.
Straight Time	C*	Warner Bros.
Stranger in the House	C	Warner Bros.
St. Ives	TMC	Warner Bros.
Sunnyside	TMC	HBO
Superman the Movie	ST TMC	Warner Bros.
Tales From the Crypt II	TMC	Castle Hill
Taste the Blood of Dracula	TMC	Warner Bros.
The Tender Trap	ST*	MGM
Terror Train	(TMC) C	20th Century-Fox
Thunderbirds to the Rescue	ST*	ITC
The 39 Steps	HBO	Rank
Times Square	HBO TMC	AFD
Tom Horn	(HBO) TMC	Warner Bros.
The Treasure of Bruce Lee	ST	Best Film and Video
Tuck Everlasting	ST* (C)	N. Babbit
Urban Cowboy	HBO* (ST) HTN*	Paramount
Visit to a Chief's Son	C	UA
The Voyage of Tanai	ST*	NMD Film Dist.
When a Stranger Calls	ST (TMC)	Viacom
Where the Buffalo Roam	HBO* (TMC)	Universal
The White Lions	HBO*	Alan Landsburg
White Water Sam	HBO* ST	K. Larson Ltd.
Wise Blood	ST*	New Line Cinema
Wonderful Crook	C	Film Gallery
Young and Free	C	Manson

■ **Cable Network Legend**
HBO—Home Box Office
HTN—Home Theater Network
ST—Showtime
C—Cinemax
TMC—The Movie Channel

■ Networks in parentheses indicate carriage in May, June, July, August and/or September.

■ An asterisk following a network indicates the film is a carry-over from May, June, July, August and/or September.

■ In total, 176 different titles appear on the October schedules of HBO, Showtime, The Movie Channel, Home Theater Network and Cinemax. Of those titles during the last six months (May-September 1981), 11 films have been shown on four of the networks, 27 on three, and 42 on two of the services. Ninety-six films are unduplicated.

■ The motion picture distributor to pay cable with the most titles featured this month is Warner Bros. (25), followed by MGM (19), and the tandem of Paramount and Universal, with 14 films apiece.

■ Goldie Hawn as Private Benjamin takes front and center this month on the program guide covers of Home Box Office, Showtime, The Movie Channel and Cinemax. Cinemax also features "Rough Cut", "Stardust Memories" and a Rich Little variety special. Showtime also takes space for "Purlie", its upcoming Broadway on Showtime presentation. Meanwhile, Home Theater Network sticks with "Somewhere In Time" for the cover of its bi-monthly guide (September-October).

National advertising*

Network/Client	Status
ARTS	
General Motors	New Client
BET	
Amtrak	Renewal
Carson Products	Renewal
Ford (Lincoln-Mercury Div.)	New Client
General Electric	Renewal
North Carolina Mutual	New Client**
U.S. Navy	Renewal
ESPN	
Blue Nun Wines	Renewal
Cadillac Div.-General Motors	New Client
Carter Wallace	New Client
Dow Chemical	New Client
Fotomat	New Client
Fuji Film	Renewal
General Foods	New Client
General Motors	Renewal
Hertz	Renewal
Holiday Inns	New Client
IBM (Corporate)	Renewal
IBM (General Systems Div.)	New Client
Kroy Industries	New Client**
Mattel	New Client
Mercedes-Benz	Renewal
Norelco	New Client
Olympus Cameras	New Client
Showtime	Renewal
Sperry	New Client
U.S. Navy	New Client
MTV	
Andron Frangrance	New Client
Avco Embassy Pictures	New Client
Dolby	New Client**
Filmways Pictures	New Client
The Gap	New Client**
Majestic School Binders	New Client**
Musk Fragrance	New Client
Pepsico	New Client
Phillip Morris (7-Up/Mountain Dew)	New Client
United Artists	New Client
U.S. Navy	New Client
Universal Pictures	New Client
Warner Bros./Atari	New Client
Warner Lambert	New Client
USA Network	
AT&T	New Client
American Express	Renewal
Australian Tourist Commission	Renewal
Britrail	Renewal
British Videotex & Teletext	Renewal
Brown Shoe Co.	New Client
Eastern Airlines	Renewal
Exxon	Renewal
Ford	New Client
General Foods	New Client
Holiday Inns	Renewal
Levi Strauss	Renewal
Legg's Products	Renewal
Manchester Airport Authority	Renewal
Northern Ireland Industrial	Renewal
Phillip Morris (Miller Brewing)	New Client
Porsche-Audi	Renewal
Pro Magazine	Renewal
RCA	New Client
Royal Mint	Renewal
Showtime	Renewal
Scheffiin and Co.	Renewal
Volkswagen	Renewal
U.S. Navy	New Client
Z-Brick	Renewal

*This chart lists national advertising sales by basic cable networks during August 1981. CNN, MSN and SPN sales will appear in next week's issue.

**New to network advertising.